

Mid-Southern California Area 09 Public Information Committee

June 10, 2018

Proposal:

To approve \$2500.00 to the Public Information Committee to use for a project to play the GSO (PSA) Public Service Announcement in to the CA Department of Motor Vehicle's (DMV) Motor Vehicle Network (MVN).

Background: The DMV MVN program is quite a unique opportunity to play both our English and Spanish PSAs on large flat screen TV's located inside the waiting area of the DMV in Costa Mesa, CA.

With this MVN program, DMVs have a standard commercial time available for 30 seconds in length, which repeats itself every 15 minutes (4 times per hour, 32 times per day) each day when the DMV facility is open.

Since Alcoholics Anonymous is a registered 501(c)(3) Non-Profit organization, it qualifies for an additional 10% discount during the entire 12-months that the AA Public Service Announcement is playing through the MVN program.

The total project cost is \$700.00 per month, and it requires a 12 month contract. The Public Information Committee for District 20 is fully supporting this initiative, and to date approximately \$2,000 has already been raised from groups in District 20. At present, the Orange County Intergroup Association is also considering supporting this motion, and more information should be available in the next several weeks.

We believe that our experience should be made available freely to all who express sincere interest. We believe further that all our efforts in this field should always reflect our gratitude for the gift of sobriety and our awareness that many outside of A.A. are equally concerned with the serious problem of alcoholism.

As our co-founder, Bill W., wrote:

"Public Information takes many forms-the simple sign outside a meeting place that says 'A.A. meeting tonight;' listing in local home directories; distribution of A.A. literature; and radio and television shows using sophisticated media techniques. Whatever the form, it comes down to 'one drunk carrying the message to another drunk,' whether through personal contact or through the use of third parties and the media."

After being "discussed" and "explored" this project the committee agreed that this is under the PI primary purpose.